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Planning

Communications and Marketing Framework

Portsmouth Water Limited

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2024/S 000-021412

Procurement identifier (OCID): ocds-h6vhtk-047cf5

Published 12 July 2024, 12:05pm

Section I: Contracting entity

I.1) Name and addresses

Portsmouth Water Limited

PO Box 8, West Street

Havant

PO9 1LG

Contact

Frances Hallworth

Email

frances.hallworth@portsmouthwater.co.uk

Telephone

+44 2392499888

Country

United Kingdom

Region code

UKJ - South East (England)

Internet address(es)

Main address

<http://www.portsmouthwater.co.uk/>

Buyer's address

<http://www.portsmouthwater.co.uk/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.6) Main activity

Water

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Communications and Marketing Framework

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Portsmouth Water is planning to tender for the supply of communications and marketing services including planned, reactive and bill print and send.

II.1.5) Estimated total value

Value excluding VAT: £3,500,000

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Press and Corporate Affairs

Lot No

1

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 79430000 - Crisis management services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

II.2.4) Description of the procurement

Public relations services, Proactive Press Relations, Political lobbying, Stakeholder engagement, strategy and change. Corporate reputation, Crisis communications (strategic guidance), Regulatory Report Creation, Out of hours media support, Media training, Reporting/analytics and monitoring

II.2) Description

II.2.1) Title

Print and Send

Lot No

2

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products
- 22100000 - Printed books, brochures and leaflets
- 22458000 - Bespoke printed matter
- 30199710 - Printed envelopes
- 79800000 - Printing and related services
- 79810000 - Printing services
- 79811000 - Digital printing services
- 79820000 - Services related to printing
- 79821000 - Print finishing services
- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

II.2.4) Description of the procurement

Print Management, Bill print and send, Print on demand, Direct Mail Campaigns, Customer Letters, Incident Communication, Storage/Stock management

II.2) Description

II.2.1) Title

Full-Service Marketing Management

Lot No

3

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services

- 92211000 - Radio production services
- 92111000 - Motion picture and video production services
- 92111100 - Training-film and video-tape production
- 92111200 - Advertising, propaganda and information film and video-tape production
- 92111220 - Advertising video-tape production
- 92111240 - Propaganda video-tape production
- 92111260 - Information video-tape production
- 92111300 - Entertainment film and video-tape production
- 92112000 - Services in connection with motion-picture and video-tape production
- 79960000 - Photographic and ancillary services
- 79961000 - Photographic services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 39294100 - Information and promotion products
- 79342200 - Promotional services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

II.2.4) Description of the procurement

Communications and Marketing Strategy, Branding updates and guidelines, SEO Strategy and Support, Social Media Content and Strategy, Digital Paid advertising, Display media ads, Reporting and analytics, Radio Advertising and audio production, VOD/VOL, Out of Home Advertising, Full Creative Collateral across print, outdoor, online and direct marketing, Photography, End-to-end Video Production, Partnerships and Influencer marketing, Printed Merchandise, Sponsorships and Activations

II.2) Description

II.2.1) Title

Door to Door distribution

Lot No

4

II.2.2) Additional CPV code(s)

- 79824000 - Printing and distribution services
- 79341400 - Advertising campaign services
- 64121100 - Mail delivery services
- 79570000 - Mailing-list compilation and mailing services
- 79571000 - Mailing services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

II.2.4) Description of the procurement

Door to door distribution (campaigns), Door to door (incident level)

II.2) Description

II.2.1) Title

Website built and management

Lot No

5

II.2.2) Additional CPV code(s)

- 72212222 - Web server software development services
- 48825000 - Web servers
- 72413000 - World wide web (www) site design services
- 72415000 - World wide web (www) site operation host services

II.2.3) Place of performance

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

II.2.4) Description of the procurement

Website Build and Creation, Website Hosting incl. DDOS/Surge Management, UI/UX Design Expertise, Content Management System build (CMS)

II.3) Estimated date of publication of contract notice

17 October 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

In advance of publishing a contract notice for this tender, Portsmouth Water is seeking pre-market engagement with any interested suppliers to facilitate the development of the detailed tender requirements. This is not a call for competition and engagement at this stage is not mandatory for participation in this tender when released. Portsmouth Water will be releasing a formal call competition by a subsequent Contract Notice in due course.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Havant:-Business-services:-law%2C-marketing%2C-consulting%2C-recruitment%2C-printing-and-security./4MGC42UGX7>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/4MGC42UGX7>

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